

Welcome to ISS Day 2

Any volunteers?

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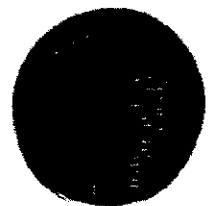
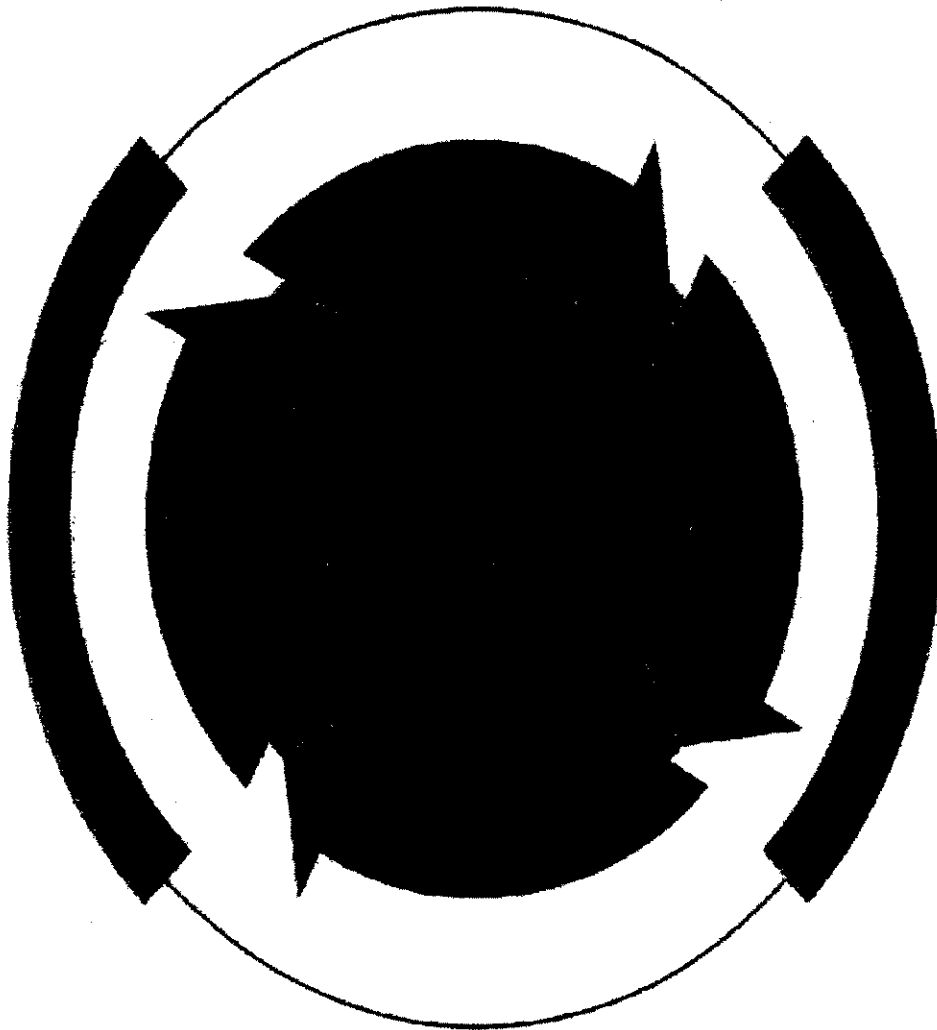
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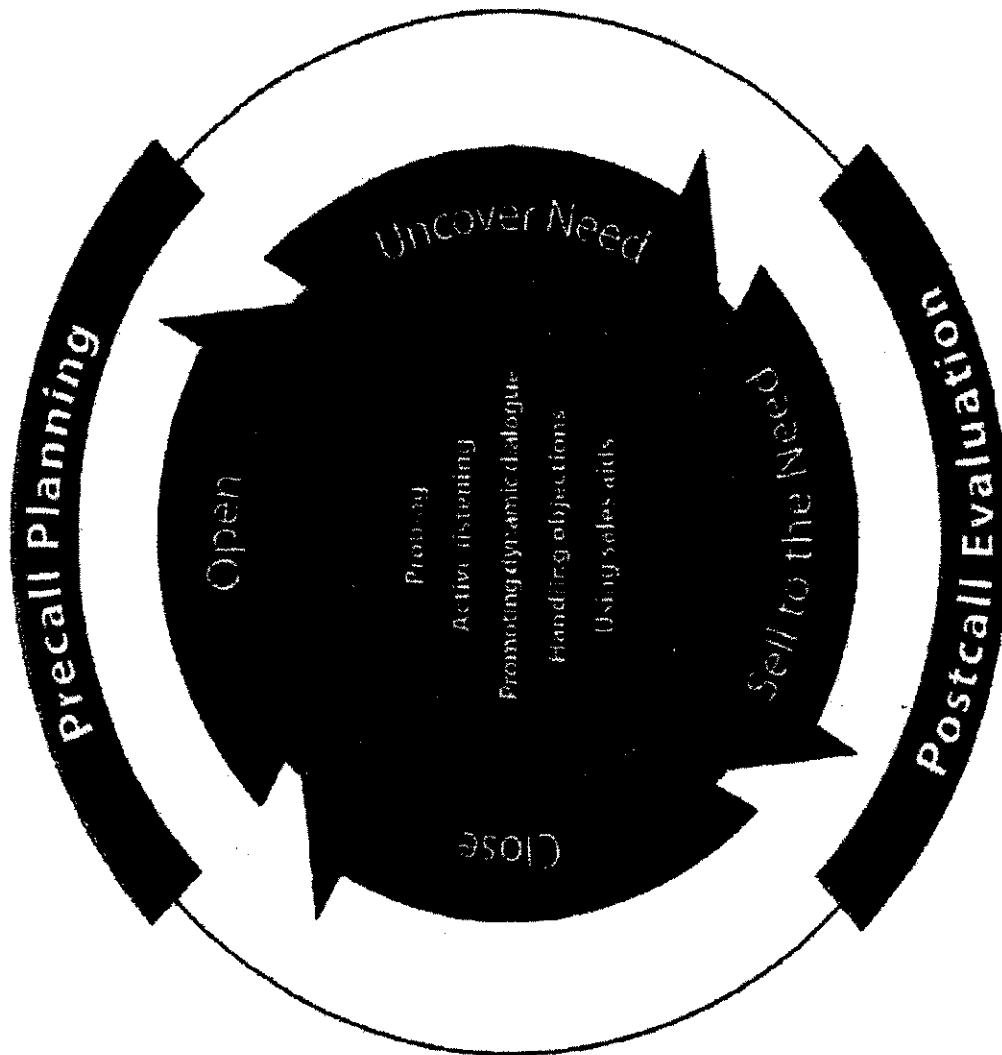
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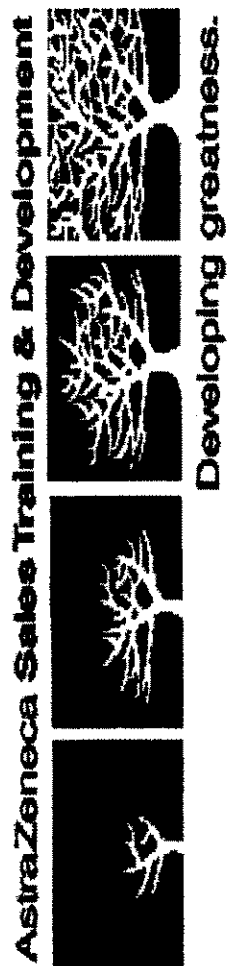




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Interactive Strategic Selling Sales Internship

Uncover Need

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Workshop Objectives

At end of workshop, the PSS should be able to:

- Describe how to uncover needs using different probing techniques.
- Apply techniques to uncover need in sales call.

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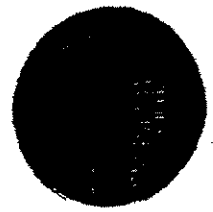
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What is a Need?

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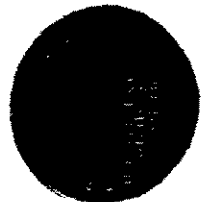
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Steps to Uncover Need

- Uncover need
- Magnify the consequence
- Explore the value



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What tools do you have that help
you uncover customers' needs?

- Computer data
- Retail pharmacies
- But don't forget the most important tool:

Probing Questions



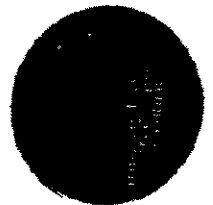
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What Questions will help you Uncover Needs?

- What patient types are they treating with our products?
Why?
- What competitive products are they using?
Why?
- For what disease states are they using our products?
Why?



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What problems do your products solve?

- Effectiveness
- Safety
- Tolerability
- Onset of Action
- Convenient Dosing

The specific need becomes a



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Create Needs your Products
Satisfy

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Leading Questions Technique:

- Begin with an open probe to promote free flowing dialogue
- If not successful, try again
- If not successful, probe specific concerns (third party)
- If not successful, question various areas of concern
- If not successful, question based on features and benefits

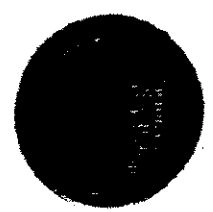
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Magnifying the Customer's Need

Once you've identified and confirmed the customer's specific need, continue to use questions (open/closed) to expand on that need

Takes on much greater significance in the customer's mind

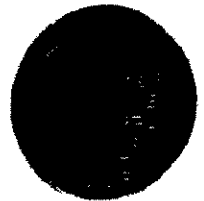


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Mole hills to Mountains

- Make the NEED bigger
- Question Doctor's actions
 - "So what do you do then?"



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Explore the Value

Questions you can ask physicians to explore what they will gain by having their problem solved.

“If the duration of treatment were shorter, how would this benefit your patient?”

“How would fewer titrations affect your patients? How would it affect compliance for your patients?”

“How would fewer lab visits benefit you? How would it benefit your patients?”

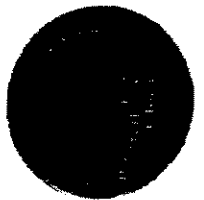
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Listening for Hooks:

- Hooks are words or phrases that imply some opportunity
- “Sometimes”, “seldom”, “once in a while”, “not really”, “rarely”
- What are some examples you have?



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Apply Leading Questions Technique

Remember: Listen for the Hooks

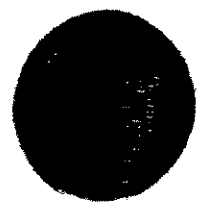
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How to proceed with customers who already prescribe our products:

- Understand business you currently have.
- Leverage current success to expand market.
- Leverage current success to motivate customer to switch from competitive product.
- Identify a “new” need. Ask MLPQ’s.



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Confirm a Need

If you've uncovered need during precall planning, ask follow up or accountability questions.

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Keys to Dynamic Dialogue

- A conversation vs. interrogation
- DO NOT put people on defensive, work to uncover dissatisfactions and needs
- Limit number of questions per call, knowing you *will have another*
- Third party references

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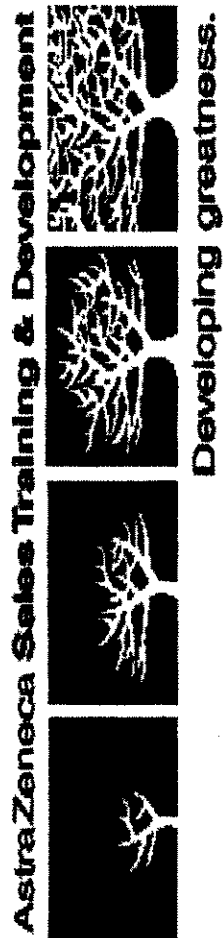
Key Learnings

You should now be able to:

- Describe how to uncover needs using different probing techniques.
- Apply techniques to uncover need in sales call.

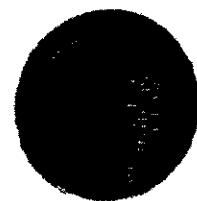
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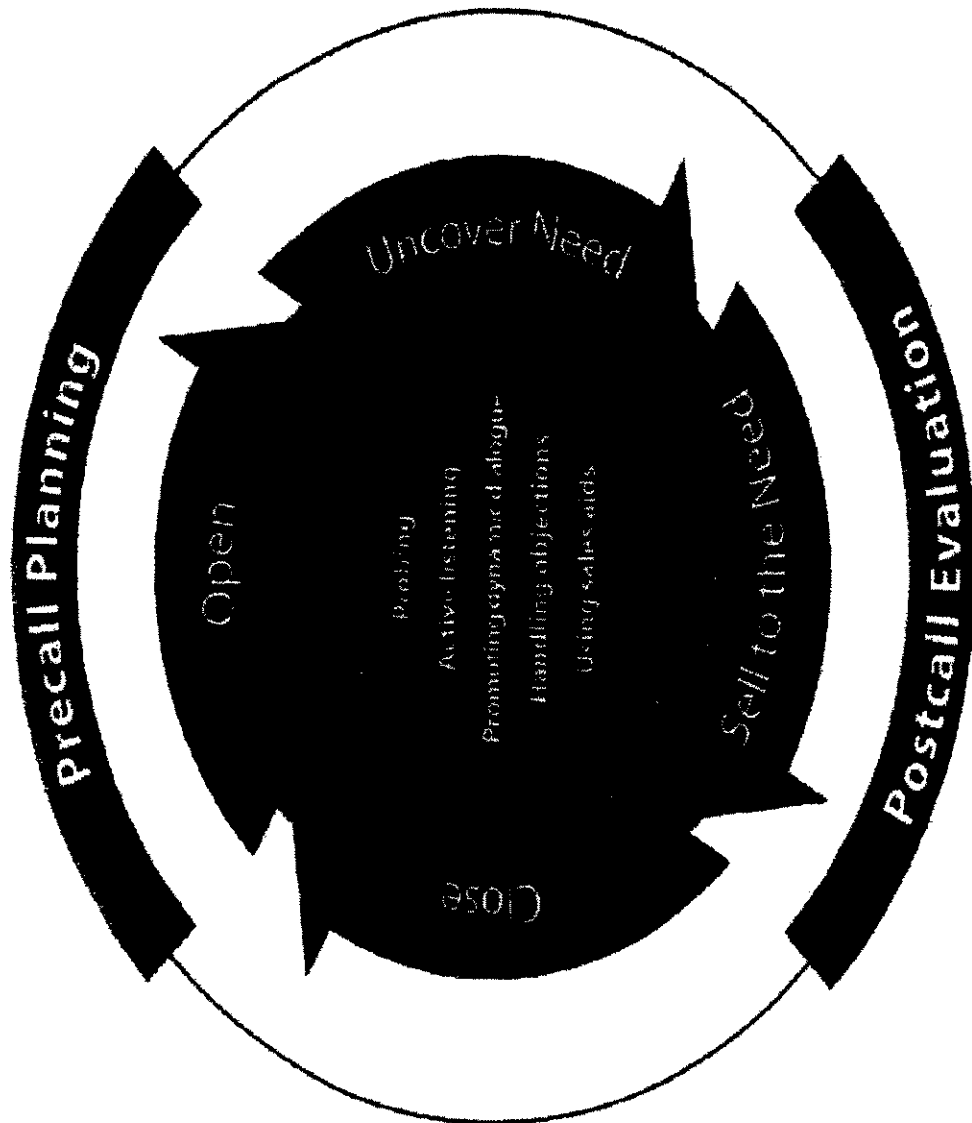
Selling to the Need



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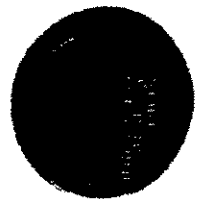
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Workshop Objectives

At the end of this workshop, the participant will be able to:

- Apply the key components of “Selling to the Need” by Promoting Dynamic Dialogue, Active Listening, Probing, and Handling Objections with the customer
- Link Features to Benefits
- Use Approved Sales Aids to support the sales message during the call



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Key Skills



Probing



Active Listening



Promoting Dynamic Dialogue



Handling Objections



Using Approved Sales Aids



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Features to Benefits

What are Features?

A prominent or distinctive aspect, quality or characteristic of the item being sold

What are Benefits?

Specific value the customer derives from a feature of the product. Ask yourself, “*SO WHAT?*”

What are Benefit Statements?

Statements that link Features to Benefits

“*What that means to you/your patient/your staff . . .*”

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Activity Features & Benefits

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